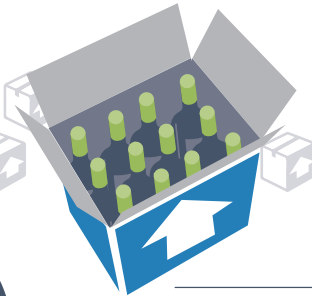


# THE STATE OF DIRECT-TO-CONSUMER WINE SHIPPING

## 2016 Marks Explosive Growth

Each year, Sovos ShipCompliant partners with Wines & Vines to create the most accurate report of the wine shipping industry. Since we started tracking in 2010, we've never seen growth as explosive as 2016. The industry hit the \$2 billion mark for the first time and is showing increasing momentum as states loosen regulations.



### GROWTH OF VOLUME

Over  
**5M**  
cases shipped.

### BOTTLE PRICES

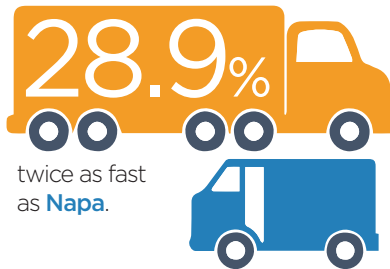
**\$200+**

was the fastest growing price category.



### HIGHLIGHTS

**Sonoma** shipments grew



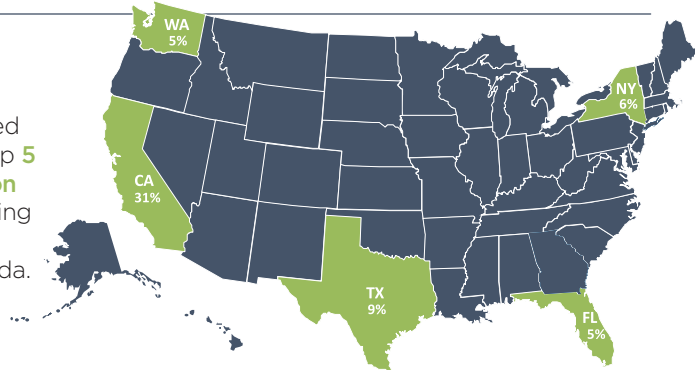
Shipments of **Riesling** and **Rosé** increased the most in 2016 — in both volume and value — with bottle prices both under

**\$20**



### DESTINATION STATES

Washington bumped Illinois out of the top 5 shipment destination states for 2016, joining California, Texas, New York and Florida.



The Direct-to-Consumer Wine Shipping Report is an annual collaboration between Sovos ShipCompliant and Wines & Vines, examining wine shipments from wineries to consumers in the United States.

Download the 7th annual report at [DtCreport.com](http://DtCreport.com) and follow @ShipCompliant on Twitter for more insights.

SOVOS ShipCompliant™



WINES & VINES